

## Neighborhood Centers

Four Neighborhood Centers provide group activities for seniors at least 60 years of age, complete with door to door transportation to the Centers. In 2007, **391** unduplicated seniors participated in activities at these Centers.

CSS designed, published and marketed a calendar, *Where the Past Meets the Present*, which spotlights seniors from our Neighborhood Centers in historic locations around Cobb. All sales receipts go to *Meals On Wheels* and sending seniors to Camp Will-O-Way.



## Volunteer & Advocacy

Volunteers provide valuable assistance by helping CSS be more efficient in providing services to seniors. In 2007, *Meals on Wheels* drivers logged more than **75,000** miles and put in **19,128** hours delivering meals to homebound seniors. The volunteer hours are equivalent to **\$352,000**. Senior Citizen Council's **3900** members advocated for seniors by distributing over **4000** Vials of Life, and **5000** Resource Directories; provided scholarships for the Professional Development Certificate in Gerontology Program at KSU; and represented CSS on the Task Force on Aging.



**RESERVED  
MEALS ON WHEELS  
VOLUNTEER  
PARKING  
10A.M.-1P.M. M-F**

## Resource Development



In 2007, CSS took steps to begin *Legacy Giving* to encourage individuals, businesses and organizations to establish planned giving programs to benefit seniors for years to come.

Our semi-annual *Information Fair* was held in May for "Older Americans Month." More than **800** seniors, caregivers, retirees, and adult children attended this free event. **100** vendors were on hand to answer questions and provide information on everything from legal issues to recreation and finances.

Each September, CSS works with the North Georgia State Fair to provide a fun-filled day for seniors at no charge. BINGO is the highlight of the day with thousands of dollars worth of prizes. More than **700** seniors from all over the metro area attended *Senior Day* in 2007.

CSS hosted Georgia Recreation and Parks Association's N. Georgia *Senior Talent Showcase* at Jennie T. Anderson Theatre. It was the largest turnout in the history of the event. More than **117** seniors performed and they loved the theatre, the professionalism of the staff and the first class event.

## Awards

Many businesses and organizations provide valuable support and services to Cobb's senior population. To recognize these efforts, CSS presented **3** *Best Practices Awards* to: Andrew Wilson Studios (small business), Mt. Bethel Older Adult Center (non-profit), and Walton Communities (large business).



## Multipurpose Centers

The Multipurpose Division boasts five Centers in the County for the active senior age 55+. Participation has increased at all Centers. In May, East Cobb Senior Center open a new **3,200** sq ft wing which includes a fitness studio. Additionally, more than **1,000** sq ft of space was renovated at the Center.

The Centers provided over **2,300** classes, more than **200** special events and **28** day-trips to educate and entertain Cobb's seniors. In addition, more than **180** seminars and health screenings conveyed essential information to foster better health and overall wellness. The Centers were also home to more than **360** senior club meetings and hosted over **85** after-hour senior events. Participation at the Centers exceeded **280,000**, making 2007 a year of record growth.



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# 2007 Annual Report Cobb Senior Services

It's not about AGE; It's about **ATTITUDE!**



*Cobb County...Expect the Best!*

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## Partnerships

Senior Services partnered with many organizations in 2007 to provide innovative programs and prepare for the increasing senior population. Successful partnerships included:

**Georgia State University** to bring Cobb's Retired Senior Volunteer Program (RSVP) under our umbrella. Many non-profits in Cobb benefit from these experienced senior volunteers.

**Atlanta Regional Commission (ARC), Pfizer, Lockheed** and **WellStar** to create *Health University*, a 13-month educational program for the Multipurpose and Neighborhood Centers on related heart risks, which encouraged improving diet, increasing exercise, screenings and smoke cessation.

**Alzheimer's Association** to sponsor and relocate their Northwest Metro Memory Walk to KSU, thereby creating a fully accessible route.

**Cobb DOT** on their Senior Adult Transportation Study, and the BOC acceptance of its 1<sup>st</sup> tier of a three tier plan to improve mobility in Cobb and ridership education.

**ARC** in premiering their 1<sup>st</sup> of ten Lifelong Communities Initiatives. Cobb Senior Services assisted ARC in presenting on this at the Georgia Gerontology Society/National Association of Area Agencies on Aging conference.

**Cobb Community Development** on their annual Symposium at KSU, "Opportunities for a Lifetime: Planning for an increasing senior population." The issues were housing and transportation. The day was very successful.

**Cobb Parks, Recreation & Cultural Affairs** on Grandparents Raising Grandchildren, *Generations*, at S. Cobb Recreation Center. Free seminars on crucial topics are held monthly.

**Cobb and Marietta** school systems on a project to document the art & writings of school children and seniors in celebration of Cobb's 175<sup>th</sup> anniversary.

**Cobb DOT** on the design of a new transportation voucher program for the disabled, which will be funded by the New Freedom grant. The actual program will roll out to the seniors in Spring '08.

**Cobb Community Transit** on "Get on the Bus, Gus," an educational program involving a day of learning the ins and outs of public transportation followed by a trip to Atlanta via CCT, MARTA rail and MARTA buses. Georgia Recreation and Parks Association (GRPA) awarded this program "Innovative New Program of the Year" for 2007.



## Share the Care

Share the Care is a unique program providing respite to Cobb County residents who are family caregivers of seniors with Alzheimer's or other related dementia. Vouchers can be used by the caregiver to purchase a variety of supportive service options such as respite (overnight), senior day center, and installation of safety equipment (grab bars, home alarms).

Share the Care was able to facilitate **4,788** home repair and/or improvement projects; **2,405.25** hours of in-home respite; and **3,405.75** hours of out-of-home respite.

## Nutrition Services

Nutrition plays a large role in the health and wellness of senior adults. In 2007, **383** clients received home delivered meals through *Meals on Wheels* (**55,176** total home meals). The Volunteers who deliver these meals provide the only outside contact for many of these clients. Additionally, **379** unduplicated seniors received lunch at Neighborhood and Senior Day Centers (**34,597** total meals).



## Transportation

Transportation is also a component in helping seniors live healthy, independent lives. In 2007, CSS provided **69,316** trips to seniors who needed to get to doctor and other essential appointments.

A grant supported program provided transportation vouchers to **54** eligible clients to purchase the alternative mode of transportation which best met their needs from a list of approved vendors. With these vouchers, **2,745** trips were made.



## Care Support

Our Information and Referral line assists seniors and/or their family, neighbors, or caregivers with important information to help them gain the resources they need. Staffed by a certified I&R specialist, **3,431** inquiries were received, all of whom were assisted.

Case Managers provide formal assessment of need and provide services and support on an ongoing basis. Clients received **1,958** hours of Case Management.

For the second year, Case Management hosted *Senior Santa*, which allowed the public to "adopt" a home-bound senior for Christmas. Clients were provided transportation to a holiday party complete with a delicious meal, entertainment, gifts and a visit from Santa Claus. **189** seniors were recipients of the generosity of the public through *Senior Santa 2007*.

In-Home Services provides supportive services in the home to seniors who have functional limitation and need assistance with things such as basic hygiene and dressing, light meal preparation, light mopping, dusting,, vacuuming, and changing linens. The total hours provided for In-Home Services in 2007 was **3,504**.

## Senior Day Center

A registered nurse and trained staff at Senior Day Center provide senior adults with special needs the opportunity to spend the day with friends while their caregiver is able to go to work or even take a much needed break. Programs offered at SDC are designed to provide community-based services to prevent premature placement into long-term care.

In 2007, participation at Senior Day Center increased to **86** seniors.

